

Full Page: 7.5" x 10"



The Informant

The Official Publication of the San Diego Police Officers Association

Advertising Rates and Sizes - 2009

Half Page: 7.5" x 5"

Quarter Page (horizontal): 5" x 3.75"

Eighth Page (horizontal): 3.75" x 2.5"

The Informant – At a Glance

- *The Informant* is published monthly
- *The Informant* has a print run of 4,300 copies
- Over 3,600 copies are directly mailed out to the homes of all active and retired SDPOA members. We also mail copies to subscribers, all local elected officials and numerous local organizations
- Bulk copies are distributed to all law enforcement offices throughout San Diego County and to the City of San Diego libraries

Quarter Page (vertical): 3.75" x 5"

Eighth Page (vertical):
2.5" x 3.75"

Advertising Rates

Full Page: \$650/month (black & white)
\$715/month (color)

Half Page: \$350/month (black & white)
\$385/month (color)

Third Page: \$275/month (black & white)
\$302.50/month (color)

Quarter Page: \$200/month (black & white)
\$220/month (color)

Eighth Page: \$125/month (black & white)
\$137.50/month (color)

- Advertisers must sign a minimum three consecutive month contract
- 5% discount for advertising for a full year
- 5% discount for paying the total contract amount in full at the time of first invoice
- 5% discount for current SDPOA members and associate members (member name must be the contact name to be eligible for the discount)

Third Page: 7.5" x 3.3"